

ORDER



Orders
Order / Rev: 704356
Alt Order #: 06262007
Product Desc: AMERICANS FOR PROS
Estimate: 1856
Flight Dates: 08/08/12 - 08/14/12
Original Date / Rev: 08/03/12 / 08/13/12
Order Type: Political

WJXX-TV

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency
Name: Mentzer Media Services/ POL
Buying Contact:
Billing Contact:
 Do Not Mail
 XX, XX XX

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Americans For Prosperity
Demographic: A50+
Product Codes: IS-Candidate/Presidential,IS-Candidate/
Priority: P-3
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/14/12	38	\$6,090.00	\$5,176.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	38	\$6,090.00	\$5,176.50	0.00
Totals	38	\$6,090.00	\$5,176.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WJXX-TV	8%	\$6,090.00
Market	100%	\$76,125.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
WAWS	5%	\$3,806.25
WCWJ	0%	\$0.00
WJXT	30%	\$22,837.50
WTEV	27%	\$20,553.75
WTLV	30%	\$22,837.50

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WJXX	08/08/12	08/10/12	GMJ M-F 6a-7a	CM	M-F 6a-7a	-- 222--	:30	6	\$115.00	P-3	0.00	NM	6	\$690.00
2X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	-- 222--			6			\$115.00		0.00			
2	WJXX	08/08/12	08/10/12	Good Morning America M-F 7a-9a	CM	M-F 7a-9a	-- 222--	:30	6	\$125.00	P-3	0.00	NM	6	\$750.00
2X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	-- 222--			6			\$125.00		0.00			
3	WJXX	08/08/12	08/10/12	Nightline Nightline	CM	M-F 11:35p-12:05a- - WTF- -		:30	3	\$200.00	P-3	0.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			

